

# Field Excellence & DAP Manager

Job ID  
REQ-10082887  
июл 06, 2026  
Турция  
Available in: English

## Сводка

We are looking for a Field Excellence, Data Analytics & Platforms Manager will be part of the Execution Excellence (EE) organization, helping accelerate data-driven decision making, digital transformation, and innovation across the company. The role serves as a strategic and technical partner to business stakeholders by transforming complex data into actionable insights, enabling scalable analytics solutions, and driving the adoption of emerging technologies.

The successful candidate will combine deep technical expertise with business acumen and innovation leadership. The successful candidate will own and evolve data analytics capabilities, support enterprise-wide initiatives, evaluate emerging technologies, and play a key role in the design, testing, deployment, and continuous improvement of analytical and AI-powered solutions.

## About the Role

### Key Responsibilities

#### Data & Analytics

- Design, develop, and maintain scalable data solutions that support business decision-making.
- Build and enhance advanced dashboards, scorecards, and self-service reporting solutions using Power BI and related technologies.
- Analyze large and complex datasets from multiple sources to generate actionable business insights.
- Partner with business teams to translate analytical requirements into scalable data products.
- Ensure data integrity, consistency, and governance across analytical platforms.
- Develop KPI frameworks and performance measurement models supporting commercial and operational excellence.

#### Data Platforms & Engineering

- Work with enterprise data repositories, data lakes, and cloud-based analytical platforms.
- Develop and optimize SQL queries, data pipelines, and data models for analytical use cases.
- Collaborate with global and local teams managing data architecture and platform ecosystems.
- Support administration, optimization, and utilization of platforms such as Snowflake and other modern cloud data environments.
- Drive automation opportunities to reduce manual reporting and improve data accessibility.
- Own and support CRM, customer engagement, and consent management platforms, acting as the key technical liaison between global platform teams, vendors, and local admin. Drive platform governance, issue resolution, enhancements, reporting capabilities, user adoption, and continuous improvement initiatives while ensuring alignment with global standards.

#### AI, Machine Learning & Innovation

- Explore, evaluate, and pilot emerging AI, Generative AI, Machine Learning, and advanced analytics solutions.
- Drive the design and adoption of AI-powered assistants and agentic workflows (e.g., via Copilot Studio) to improve productivity, streamline processes, and enable scalable decision support.
- Conduct Proof of Concepts (PoCs) to assess business value and technical feasibility of new technologies.
- Identify opportunities to leverage AI tools to improve productivity, customer engagement, insights generation, and operational efficiency.
- Support the development and deployment of predictive and prescriptive analytics models.
- Partner with technical and business stakeholders to scale successful pilots into enterprise-wide solutions.
- Stay current with advancements in AI, data science, analytics platforms, and digital technologies, bringing innovative ideas into the organization.
- Identify, design, and implement robotic process automation (RPA) and intelligent automation opportunities to streamline business processes, reduce manual effort, improve data quality, and increase operational efficiency across commercial and business support functions.

#### Digital Transformation & Platform Adoption

- Act as a subject matter expert for analytics, AI, and data platform capabilities across the organization.
- Guide business teams on best practices related to data utilization, dashboarding, analytics, and AI adoption.
- Support rollout plans, change management activities, and user adoption initiatives for new technologies and platforms.
- Deliver user training, capability-building sessions, and knowledge-sharing workshops.
- Establish strong collaboration with regional and global teams to ensure alignment with enterprise strategies and standards.

#### Project & Stakeholder Management

- Act as a technical business partner to cross-functional analytics and digital transformation projects.
- Manage multiple initiatives simultaneously while ensuring delivery quality and timelines.
- Influence stakeholders across functions to drive data-driven decision making and technology adoption.
- Create business cases for innovative solutions and communicate value realization outcomes to leadership teams.

#### Essential Requirements

- Bachelor's degree in Computer Science, Data Science, Engineering, Information Systems, Statistics, Mathematics, or related field.
- Strong experience in SQL development and advanced data querying.
- Hands-on experience with enterprise data warehouses, data lakes, and cloud-based analytics environments.
- Practical experience with Snowflake or equivalent modern data platform technologies.

- Strong proficiency in Power BI, including dashboard design, data modeling, DAX, and visualization best practices.
- Experience integrating and transforming data from multiple sources.
- Strong understanding of data governance, data quality, and analytical best practices.
- Experience participating in data, analytics, or digital transformation initiatives.
- Excellent problem-solving and analytical thinking capabilities.
- Strong stakeholder management and communication skills.
- Ability to translate technical concepts into business language.
- Fluent English communication skills, both written and verbal.

#### Preferred Skills

- Hands-on experience with Generative AI tools, Large Language Models (LLMs), and Copilot platforms (e.g., Microsoft Copilot Studio), including development of AI agents and workflow automation use cases.
- Understanding of agentic AI concepts, including autonomous/semi-autonomous workflows and orchestration of AI-driven tasks.
- Experience with Machine Learning, Predictive Analytics, or Data Science projects.
- Familiarity with Python, R, Databricks, Azure Data Services, or similar analytics technologies is a plus.
- Experience with Generative AI tools, Large Language Models (LLMs), Copilot solutions, and AI-powered platforms.
- Knowledge of MLOps, model deployment, and AI governance concepts.
- Experience with RPA and intelligent automation platforms.
- Experience designing and executing Proof of Concepts (PoCs) and innovation pilots.
- Exposure to pharmaceutical, healthcare, commercial excellence, or customer engagement analytics is an advantage.
- Familiarity with Salesforce, Veeva CRM, and connected commercial technology platforms such as Salesforce Marketing Cloud (SFMC), consent and preference management solutions, customer data platforms (CDPs), omnichannel engagement tools, and related digital ecosystem applications.
- Experience working in global or regional matrix organizations.
- Strong curiosity and passion for emerging technologies.
- Continuous learner with a growth mindset and innovation-driven approach.
- Ability to identify opportunities, challenge the status quo, and drive meaningful change.
- Strong presentation and storytelling skills, translating complex analytics into actionable business recommendations.

#### Languages

- English

**Success in this role means** building a culture of data-driven decision making, continuously identifying innovation opportunities, accelerating AI adoption, and delivering scalable analytics platforms that generate measurable business value across the organization.

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